

# Rural Committee



April 3, 2019

## Chair

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**Mary Ann McAlea**

Executive Director

Folsom Tourism Bureau

## Vice-Chair

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**Laurie Baker**

Chief Executive Officer

Shasta Cascade Wonderland Association

## Committee Members

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### **Rhonda Salisbury**

Chief Executive Officer  
Yosemite Sierra Visitors Bureau

### **Doug Lueck**

Executive Director  
Ridgecrest Area Convention and Visitors Bureau

### **Lorraine Chapman**

Director of Strategic Alliances  
Greater Ontario Convention & Visitors Bureau

### **Richard Strom**

Sales Manager  
Visit Mendocino County

### **Debbie Sipe**

Executive Director/Chief Executive Officer  
California Association of RV Parks and Campgrounds

### **Darien Schaefer**

Chief Executive Officer  
Big Bear

### **Jonathan Farrington**

Executive Director  
Yosemite Mariposa County Tourism Bureau

### **Joyce Kiehl**

Director of Communications  
Greater Palm Springs CVB

### **Wes Rhea**

Chief Executive Officer  
Visit Stockton

### **Sarah Winters**

Leisure Sales Director  
High Sierra

### **Lisa May**

Director of Tourism  
Shasta Cascade Wonderland Association

### **Matt Billingsley**

Sales Manager  
Bakersfield Convention & Visitors Bureau

### **Kimberly Adams**

President & CEO  
Visit Temecula Valley

### **Kathy Vreeland**

Executive Director  
Visit Buellton

### **Elizabeth Nalagan**

Assistant to the Director  
Ridgecrest Area Convention & Visitors Bureau

### **Molly Cano**

Tourism Manager  
City of San Luis Obispo

### **Tony Lyle**

Vice President of Tourism  
Lake Tahoe Visitors Authority

### **Lisa Mayo**

Executive Director  
Tuolumne County Visitors Bureau

## Committee Members

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### **Jody Franklin**

Executive Director  
El Dorado County Visitors Authority

### **Melyssa Laughlin**

President & CEO  
Visit Vacaville

### **Terry Selk**

Executive Director  
Yolo County Tourism

### **Monique Carter**

Communications & Marketing  
San Bernardino County Economic Development  
Agency

### **Krista Rupp**

Travel Trade Manager  
Monterey Bay Aquarium